

**MULTIMEDIA**



**UNIVERSITY**

**STUDENT ID NO**

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# **MULTIMEDIA UNIVERSITY**

## **FINAL EXAMINATION**

**TRIMESTER 1, 2017/2018**

**BEL1614-ELECTRONIC COMMERCE**

(All sections / Groups)

16<sup>th</sup> October 2017  
2.30 pm – 5.30pm  
( 3 Hours )

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### **INSTRUCTIONS TO STUDENTS**

1. This question paper consists of 3 pages (including Cover Page).
2. This question paper consists of SIX (6) essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet provided.

**QUESTION 1**

- a) Explain what disruptive technology is and how it is affecting existing newspapers companies. (10 marks)
- b) Why do existing businesses tend to ignore these disruptive technologies? (5 marks)
- c) Discuss **at least THREE (3)** strategies that newspapers companies could adopt to counter these disruptive technologies. (5 marks)

**(Total 20 marks)**

**QUESTION 2**

Dettol is a well-known and successful manufacturer of household detergents in Malaysia. They distribute their products through minimarts, hypermarts, supermarkets and small grocery stores. Recently, they are thinking of selling online directly to the customers.

- a) Discuss the impact of them selling online on existing intermediaries? (5 marks)
- b) If the company sells online, a new issue called “reintermediation” will be experienced. Explain “reintermediation” giving examples of the new parties involved. (5 marks)
- c) How should the company should price their products for both online and offline? Discuss the issues and implications. (5 marks)
- d) What do you think of the chances of success of the company selling online in Malaysia? Justify your reasons. (5 marks)

**(Total 20 marks)**

**QUESTION 3**

Columbia Asia Hospital has a network of hospitals in India, Singapore, Malaysia and Australia. Columbia Asia would like to introduce new technologies into the hospitals. Recommend at least 4 (FOUR) new technologies that will improve their customer service and profitability. For each of these technologies, discuss **specifically** how it can improve customer service and/or profitability as well as the limitations of the technology.

**(Total 15 marks)**

**QUESTION 4**

Recently, 1MDB website and servers were hacked. Valuable corporate information were stolen. Top management were perplexed because they thought that their systems are protected since they had fire walls and proxy servers installed. Furthermore, their databases were encrypted.

- a) Explain about the existing security measures (encryption, fire walls and proxy servers) and the protection they provide and does NOT provide. (5 marks)
- b) Explain at least THREE (3) additional security measures that the company should adopt. (10 marks)

**(Total 15 marks)**

**QUESTION 5**

- a) Explain what location-based marketing is. (2 marks)
- b) Discuss the reason/s that location-based marketing can be more effective than mobile marketing and online marketing (5 marks)
- c) Discuss the technologies that make location-based marketing feasible. (5 marks)
- d) Give at least 3 location-based marketing app and explain each of the app briefly. (3 marks)

**(Total 15 marks)**

**QUESTION 6**

Your friend would like to earn some money part-time. He would like to do some online business, but is unsure about the various ways he can make money online. Explain to him the various online revenue models.

**(Total 15 marks)**

**END OF PAPER**